

# **EXHIBIT 158**

## **REDACTED**

From: [REDACTED]  
To: [REDACTED]  
Sent: Wed, 27 Apr 2016 11:41:02 +0000  
Subject: [Launch 151536] Demand Syndication Beta  
Cc: [REDACTED]

**Comment by glevitte:** Launch was copied from <http://launch/145400>.

glevitte has created a new launch.  
Please review.

**Your role as jbellack:** PA Lead approver

**Link:** [REDACTED]

Launch information:

Launch ID	151536
Name	<b>Demand Syndication Beta</b>
Calendars	Ads & Comm (Display): <u>Display Ads - Publisher Platform - DRX</u>
Launch Date	<b>2016-Q3</b>
Status	<b>Current</b>
Description	<p>Today publishers using DFP can sell remnant impressions to non-AdX exchanges (Rubicon, Pubmatic, OpenX, etc) with static-price line items and to AdX with realtime pricing (RTB callouts to AdX buyers). Publishers want realtime pricing from all exchanges because it generates significant yield ([REDACTED] anecdotally) so they resort to header bidding setups like prebid.js - which makes many calls from the page (user data leakage, latency issues), is painful to setup (pubs have to create 1000's of line items, can't reconcile billing/reporting) and encourages pubs to consider other SSPs (see [REDACTED]).</p> <p>Demand Syndication allows non-AdX exchanges to compete with realtime pricing from within DFP. Publishers specify which exchanges they have agreements with, and then we allow those exchanges to buy on those publishers via RTB - similar to how AdX buyers participate. Our goal for this product is to provide <i>*slightly* better value for publishers than header bidding but not so much that it completely cannibalizes AdX.</i></p> <p>Demand Syndication will take a [REDACTED] rev share (instead of AdX's 20%), be subject to platform policies (instead of AdX policies), not provide publishers with sophisticated blocking functionality, not receive all the value-add signals passed to AdX buyers (e.g. omit</p>

	<p>viewability, detected_vertical, click_through_rate and many others), and likely omit certain UI/API functionality currently exposed to AdX buyers.</p> <p>This beta is a continuation of the proof-of-concept (ariane/143859) and alpha (ariane/145400) with the addition of support for mApp and Native (v1 &amp; v3) inventory. [REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED] so there will also be additional work to refine the onboarding process to make the product more scalable.</p>
Creator	<u>glevitte</u>

### Approvers:

Ads & Comm (Display): Display Ads - Publisher Platform - DRX	Status	Owners
PA Lead	Pending Review	<u>nmohan</u> , <u>jbellack</u> , <u>scottspencer</u> , [REDACTED] <u>eisar</u> , [REDACTED] <u>rohit</u>
Eng	Pending Review	<u>apappu</u> , [REDACTED]
Legal	Pending Review	[REDACTED]
Logs	Pending Review	<u>logs-launch+ariane</u>
Privacy	Needs Work	<u>pwg-display-approvers</u>
Latency	FYI	
UI	FYI	[REDACTED] [REDACTED]
Security	FYI	
Policy Team	FYI	<u>publisher-policy-dev</u>

### Launch Attributes:

Global attributes	
PRD	[REDACTED]
Privacy Design Document	
Privacy Trivial	No